



## Media Advisory

# **CVSC Completes \$117,000 Investment in Primary Elections**

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### **Subject: Summary of CVSC Strategic Investments in June 12 Primary Elections**

In the 2018 primary elections, Conservation Voters of South Carolina (CVSC) invested over \$117,000 in support of candidates committed to a clean energy future and pollution-free South Carolina. CVSC invested heavily in direct voter contact with over 20 paid field staff knocking on over 21,135 doors throughout May and June. CVSC complemented its field investments with over 206,000 pieces of mail, 5,000 phone calls, and over 670,654 digital impressions in support of its endorsed candidates throughout the state.

CVSC endorsed 13 candidates in House primary elections, including 10 Republicans and 3 Democrats. CVSC also endorsed Democrat James Smith for Governor.

While the outcome of these races won't be known until Tuesday evening, one thing is clear: **CVSC has stepped up in a big way to advance clean air, clean water, and clean energy issues throughout South Carolina.**

CVSC will issue statements to the media as individual race returns come in on Tuesday evening.

The following race summaries provide insight into CVSC's primary investments.

### **Bobby Cox (endorsed) vs. Phyllis Henderson in State House 21 (Greenville)**

By the Numbers:

- **Mail:** 94,830 pieces of mail sent to target voters.
- **Door Knocks:** Over 10,125 doors knocked in Greenville County, targeting Republican primary voters.
- **Digital Ads:** Complementary digital program with 393,576 digital video and static ad impressions targeted at the above referenced voters.
- **Total Investment: \$52,760**

### **Jordan Scott Pace (endorsed) vs. Bill Crosby in State House 117 (North Charleston)**

By the numbers

- **Mail:** 41,454 pieces of mail sent to target voters.

- **Phone Calls:** Over 5,000 live phone calls to target Republican Primary voters in House 117
- **Digital Ads:** Complementary digital program with 277,078 digital video and static ad impressions targeted at the above referenced voters.
- **Total Investment: \$25,852**

## **Rep. Nathan Ballentine (endorsed) vs. Wolf/Watlington in State House 71 (Chapin)**

By the numbers

- **Mail:** 6,906 pieces of mail sent to target voters.
- **Doors:** Over 6,000 doors knocked in District 71, targeting Republican primary voters
- **Total Investment: \$9,526**

## **Rep. William Cogswell (endorsed) vs. Guerard/Freeman in State House 110 (Charleston)**

By the Numbers

- **Mail:** 25,510 pieces of mail sent to target voters.
- **Doors:** Over 5,000 doors knocked in District 110, targeting Republican primary voters and swing voters
- **Total Investment: \$11,377**

## **Open Seats**

In three open seats across the state, CVSC has supported pro-conservation Republicans who believe in protecting South Carolina's air, land, and water:

- House Dist 32; Endorsed Max Hyde (R-Spartanburg) for the open seat - 3 mail pieces targeting 3,830 households (11,490 pieces)
- House Dist 43: Endorsed Randy Ligon (R-Chester) for the open seat - 1 mail piece to 3,000 households
- House Dist 94; Endorsed Con Chellis (R-Summerville) for the open seat - 1 mail piece to 2,977 households

## **Other Election Activities**

- House Dist 25; Endorsed Rep. Leola Robinson Simpson (D-Greenville) - 2 mail pieces targeting 3,300 households (6,600 pieces)
- House Dist 89; Endorsed Rep. Micah Caskey (R-West Columbia) - 2 mail pieces to 3,577 households (7,154 pieces)
- CVSC Political Action Committee also made direct contributions totaling \$4,250 to these and other House candidates

A full list of CVSC endorsed candidates as of 6/12/18 is available at [cvsc.org/elections/endorsements/](http://cvsc.org/elections/endorsements/).